

**GOVERNMENT OF INDIA
HEALTH AND FAMILY WELFARE
LOK SABHA**

UNSTARRED QUESTION NO:976
ANSWERED ON:21.07.2017
Misleading Advertisements of Medicines
Verma Smt. Rekha Arun

Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

Will the Minister of HEALTH AND FAMILY WELFARE be pleased to state:

- (a) whether the Government has taken cognizance of increasing number of misleading advertisements of medicines;
- (b) if so, the details thereof and the reaction of the Government thereto;
- (c) the details of the criteria fixed by the Government for drug sellers regarding sale of medicines/units; and
- (d) the steps taken by the Government to ensure the compliance of criteria by drug sellers and the action taken by the Government against drug sellers for noncompliance thereof?

Answer

ANSWER
THE MINISTER OF STATE IN THE MINISTRY OF HEALTH AND
FAMILY WELFARE
(SHRI FAGGAN SINGH KULASTE)

(a) & (b): Advertisements concerning drugs are regulated under the provisions of Drugs and Magic Remedies (Objectionable Advertisements) Act, 1954 which is administered by the State Governments. Advertising Standards Council of India (ASCI) has informed the Ministry of Information & Broadcasting that made unsubstantiated claims and also violated provisions of Drugs & Magic Remedies (Objectionable Advertisements) Act, 1954. Accordingly, an advisory was issued by the Ministry of Information & Broadcasting advising all TV channels not to telecast advertisements which were found to be violating provisions of the Cable Television Networks Rules, 1994; ASCI Code and also Drugs & Magic Remedies (Objectionable Advertisements) Act, 1954.

(c) & (d): The sale and distribution of drugs in the country are regulated under the provisions of the Drugs & Cosmetics Act, 1940 and Rules, 1945 thereunder by the State Licensing Authorities (SLAs) through a system of inspection and licensing. The SLAs are empowered to take action against the manufacturers for violation of any provisions of the conditions of License.

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